
Hearts Of Fire

Project Description

- shifting public perceptions of homeless people through their artistic and musical expression.
- a mobile art and music studio will visit homeless shelters in Boston, New York, Washington D.C., San Francisco, Los Angeles and San Diego capturing the art and music of homeless people.
- music will be collected, screened and subsequently recorded with celebrity artists and used to raise funds to continue and expand the project.
- art work will be reviewed by recognized artists and exhibited at major art galleries and used to raise funds to continue and expand the project.
- a film of the tour will be distributed to major documentary film outlets.

Hearts Of Fire

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A project in collaboration with:



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Hearts Of Fire



*Shifting perceptions of
homeless people through
artistic self-expression*



ABOUT THIS PROJECT

WHAT IS HEARTS OF FIRE?

Hearts Of Fire is a project that will shift public perceptions of the homeless through artistic self-expression. The humanity of the homeless will be expressed to the world through their individual and collective expression of art and music. The objectives of this project are an extension component of the *Give US Your Poor* initiative: to change attitudes and behavior toward homeless people, garner support for powerful solutions, and engage the public through multi-media technology.

RELATIONSHIP TO GIVE US YOUR POOR

Hearts Of Fire is a new initiative of the national *Give US Your Poor* campaign. Although the project is national in scope, it is based on the West Coast. *Hearts Of Fire* expands the mission of *Give US Your Poor* by providing direct access to homeless people through the arts. This is a strategic complement to the public education nature of the major music CD, photo book, and DVD that *Give US Your Poor* is releasing to address epidemic homelessness in the U.S.

HOW WE DELIVER

The *Hearts of Fire* project brings the voice of homeless people to the public through compelling expressions of their art and

music that educate and inspire. We will capture the art and music of the homeless on site using mobile recording and art studios. In partnership with local homeless advocates and agencies, we will tap into the vast pool of artistic talent among the homeless. We will use that talent to not only draw attention to the issue of homelessness, but to begin a fundamental shift in how people relate to the homeless. By facilitating, capturing and publicizing the art and music of homeless men, women and children, we vividly display the face of their humanity to the world.

TO EDUCATE, INSPIRE & BUILD COMMUNITY

Educate

A **documentary film** will be produced as the mobile studio travels from site to site in major metropolitan areas on the East and West coasts. This ground-breaking film will capture the emergence of the artistic voice of the homeless and inspire all of us to reexamine our preconceptions of the homeless and who they are.

Inspire

Music of homeless singers and musicians will be recorded on site at facilitated workshops. The music will be screened by celebrity artists and selected music will be recorded at major studios with professional musicians.

Paintings, drawings and other artistic expressions will be created by homeless people on site at facilitated workshops.

Art selected by professional artists will be collected and exhibited at participating galleries throughout the U.S.

Build Community

Art generated by the project will be exhibited by homeless organizations, selected galleries and museums and displayed at major events. **Music** CD's and selected art work will be sold to raise funds to perpetuate the project.

Advocates and agencies will share in the sales proceeds and use these funds to develop and present art and music workshops to their service populations based on our model.

PROJECT DIRECTOR

Bob Ballard is an award-winning singer-songwriter and composer based in Ojai, California. Before resuming his music career, Bob headed Ballard & Company, CPA's, LLC, a consulting firm based in Quincy, MA. He holds a BSBA, *summa cum laude* from Bryant University and attended Boston University's School of Management. Bob studied music production at Berklee College and songwriting at Passim School of Music. He also studied guitar and piano for several years with private instructors.

HOW YOU CAN HELP

Call 877-827-2012

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